

Interregional partnership for Smart Specialisation on **DIGITALISATION AND SAFETY FOR TOURISM**



Leaders

Led by **Slovenia (SI)**, **Lapland (FI)** and **Andalusia (ES)**, the partnership engages the participation of

8 REGIONS AND MEMBER STATES

The consortium is supported by **NECSTouR**, the Network of European Regions for a Sustainable and Competitive Tourism.

Vision: Tourism as a leading innovative industry in EU

Mission: to provide collaborative solutions to facilitate investments based on open innovation infrastructure or new technology by clusters in regional innovation ecosystems

Goal: to increase investments in the tourism industry through interregional and cross-sectoral actions



Reference topics



Access to Data



Risk Management



Business Safety



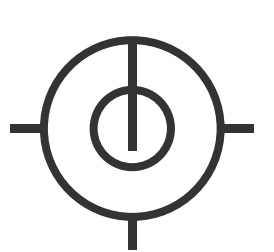
Accessibility



Climate Change



Green Mobility

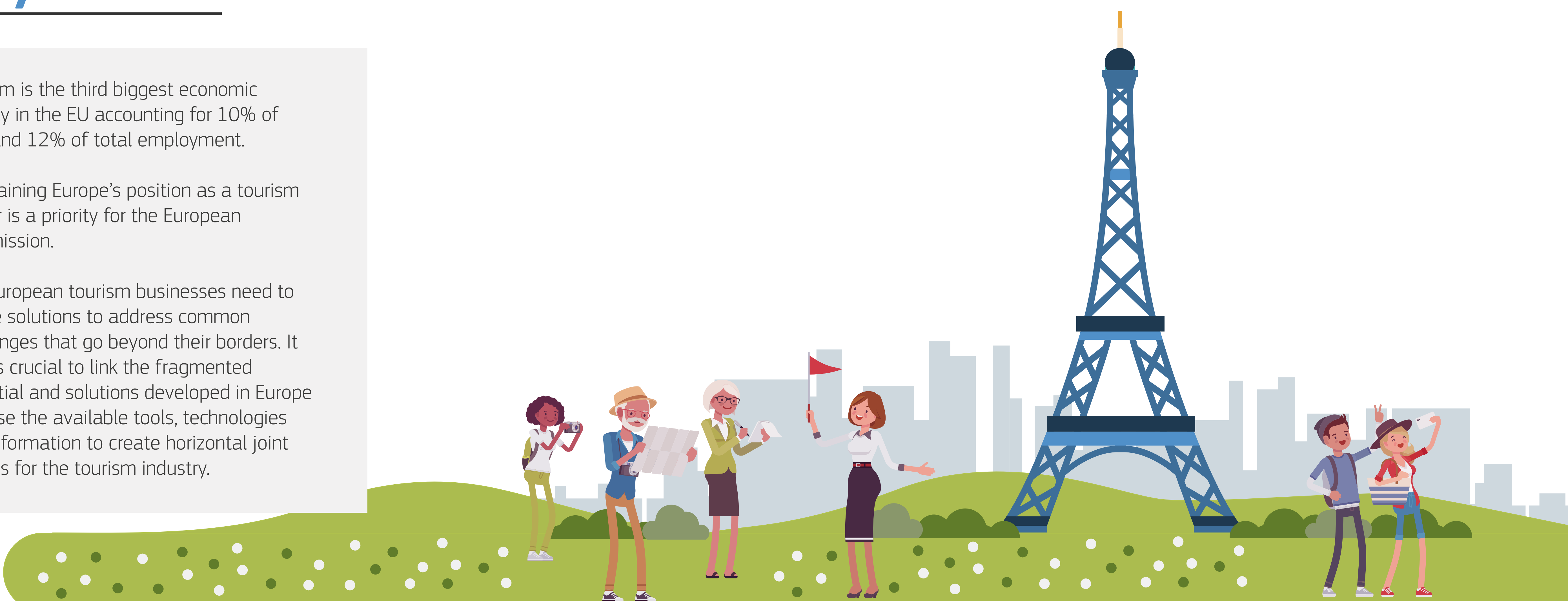


Key factors

Tourism is the third biggest economic activity in the EU accounting for 10% of GDP and 12% of total employment.

Maintaining Europe's position as a tourism leader is a priority for the European Commission.

The European tourism businesses need to create solutions to address common challenges that go beyond their borders. It is thus crucial to link the fragmented potential and solutions developed in Europe and use the available tools, technologies and information to create horizontal joint actions for the tourism industry.



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